

TITLE

Method of Measuring Brand Exposure and Apparatus Therefor

ABSTRACT

Brand exposure is measured in a video stream which may be a direct television
5 signal, or a video playback of a recorded programme which has been, or is proposed to
be, broadcast. A reference mask is provided representing a trade mark of the brand
whose exposure is to be measured. Frames are captured from the video stream, and
each captured frame is searched using the reference mask to determine a respective
correlation value indicative of the likelihood of the presence of the trade mark of the
10 mask in that captured frame in dependence upon correlation between the mask and
part of that captured frame. The brand exposure value is calculated for the video
stream in dependence upon each determined correlation values and optionally upon
the scale and position of each correlation, audience rating, and a weighting for the
mask. For a particular video stream, a brand exposure value is produced which is
15 repeatable and, for different video streams, brand exposure values are produced which
enable a repeatable objective comparison to be made between brand exposure in the
video streams.

Figure 1